

## Carve Excellence – Initial branding ideas

Icon

Circular

Ideas: Contains the symbol for the element of Air or for water

Made of a wave



Text:

To say "Carve" with "Excellence" in smaller text and maybe a different font.

*Carve*  
Excellence

Emphasis on Carve

I like the paul smith text:

*Paul Smith*

Think flowing script like a wave.



I like this as an idea too.

Text would be "Carve" in the middle.

"Sustaining Excellence" around the outside

Two zero one seven